



Date: August 11, 2011

Bill Malkasian to Lead State and Local Political Strategic Planning Effort

During the upcoming NAR Leadership Summit the "My REALTOR® Party Initiative" will be unveiled. This historic Initiative will serve as the gateway for each and every REALTOR® Association to design their own customized package of community involvement and political leadership programs that were funded by the NAR Board of Director in May.

We are delighted to announce that we have hired Bill Malkasian to lead this unprecedented implementation campaign with our state and local associations as our Vice President of Political Strategic Planning. Bill will report to Senior Vice President Walt Witek and will be spending the vast majority of the time in the field working with our colleagues in the state and local associations.

As President of the Wisconsin REALTORS® Association (WRA) for more than 30 years, Bill has long been considered a top political strategist, organizational leader, and communications expert in Wisconsin. After an early career as WRA's first Legislative Affairs Director, Bill transitioned to President. In this staff leadership role Bill re-architected a State Association that had 8 staff and a \$700,000 budget with a narrow scope of educational and government relations activities into a sophisticated organization with 30 staff and an \$ 8 million budget.

Under Bill's innovative leadership WRA has created an impressive record of achievements and a brand recognized for performance and integrity that includes: legislative and political affairs programs unrivaled in Wisconsin and a nationally recognized force; a local government relations program that effectively influences local ordinances; a public relations function that results in consistent access to state and local media of WRA messages; a research program that became the top statewide resource for Wisconsin property issues; and an educational program that superseded all other providers to become the premier resource for real estate education in Wisconsin.

We are thrilled to have Bill's pioneering and visionary skills now being focused on leading the implementation of our "My REALTOR® Party Initiative" with our state and local associations. Bill will formally begin his new role as an NAR Vice President on October 18th but he will be providing his ongoing strategic guidance as we launch the Initiative at the NAR Leadership Summit.

Please direct any questions to Walt Witek, NAR Senior Vice President, Community and Political Affairs, at wwitek@realtors.org.

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